Opening Comments from City

**Joel Miller:** So, a very good packed agenda. I want to welcome everyone here. My name is Joel Miller. I am the bikeshare program manager for the city of Seattle and thank you for coming. This is an exciting new program. I want to quickly go over just what we want to get out of this today. We first want to update you all on what we've been doing and what we've heard so far in our outreach. We want to give everybody else also an opportunity to hear directly from the vendors and from the city of Portland – which has been nice enough to show up – and then also collecting comments. We have an open survey and we'll be collecting written questions that we might ask and then also if you have any other feedback, we're collecting comments as well. So, I will continue collecting that information from everybody and our agenda is going to be kind of a “speed dating” agenda here. We're starting with opening comments, as I'm doing now. And we'll also hear from our directors and councilmember Pacheco. We're going to give you an update on where we are and what we're doing, we'll have a panel discussion with vendors, then go through public comments and questions, and then have some time for everyone to interact with us and the vendors. We do have some overall program objectives we do want to share when it comes to Seattle to complement our bikeshare system – not supplant it. We see a lot of value having both and we really want to prioritize safety – that's very important for the city of Seattle. We want to make sure that what's happening isn't adding undue carnage to the streets. We want to prioritize equity and accessibility; and make sure that this program is meeting our city's goals and protecting our city and its residents as well. So, without further ado I'm going to introduce SDOT Director, Sam Zimbabwe.

**Sam Zimbabwe:** Good evening folks, I’m Sam Zimbabwe, the Director of SDOT. I just want to say a couple words in welcoming everyone here tonight. I want to thank the scooter operators for coming here and being willing to talk about how they work and how they share openly. I want to thank Portland for coming up and sharing their experiences. I worked at the DOT in Washington, DC when we launched scooter share about 18 months ago; and I’ve been here in Seattle since January. So, I felt like it was important as we think about how to design a program to not start with preconceived notions about what the program should be; and instead take some time to hear from people’s thoughts and concerns about how a program should be designed and operated. We’ve been very clear from Mayor Durkan – right on down – about our focus on safety, equity, a fair permitting program, and how safety works for pedestrians, users, and folks with disabilities: how we can design a program that works for everybody and if that’s possible. So, how we think about what concerns are, how we manage ROW, how we manage a program like this to be successful from the very beginning. So, this is really important for us tonight to hear from folks, to have a chance for folks to interact with companies that have been operating in other cities and hear what works, what doesn’t work, and think about how we design this program from the beginning. With that, I want to introduce someone who has been a tireless champion for us to do this right and do this with speed and desire to get something operational. That’s councilmember Abel Pacheco. From his short time on the council he has been a tireless champion for thinking about how we can do this program and how we can do it right.

**Councilmember Abel Pacheco:** My name is Abel Pacheco, I am a District 4 City Councilmember, and I have lived in Seattle since 2010. I’m the only car-free councilmember, so I take my mobility options very seriously. Despite being born and raised in the small town of L.A. – one of the most car-centric cities in America – in 2015 I made one of the biggest decisions of my life when I gave up my car. I’ve been getting around since by using public transit, bikeshare, walking, and occasional rideshare. I’m also privileged to live in a part of Seattle that has frequent and reliable transit options that I live near. I’m also happy to live near the Burke-Gilman, which provides a safe place for me to bike and walk – and eventually we’re going to be scootin’ – so that I could give up my car without a drastic negative impact on my life. That’s why I’ve been a champion for making public transit more accessible, for expanding our micromobility options, more infrastructure like bike lanes and on-street parking corrals, and for bringing a scooter share program to Seattle. I'm very proud that Seattle became the very first city in the country to adopt a free floating bikeshare program. Every morning I happen to be able to ride a bike to light rail and I think that's how we're going to run in the future.

As a leading tech city that is growing in population by the day, we should continue to champion sustainable innovation as a city. One of our top priorities should be working to combat climate change and putting more people in the position of giving up their car, as I did. I often tell people that this is not about a war on cars; but rather what we can all collectively do to fight climate change. There are so many places across the city – parts of south Seattle and parts of North Seattle – that don't show diverse public and shared transportation options that the neighborhood I live in can. Bringing more micromobility options to Seattle, like these scooters, helps you get to alleviate those discrepancies. We want people of all backgrounds and socioeconomic statuses to have the ability to utilize shared micromobility options safely, and without breaking the bank. Since I've been working on these issues my office has been working really closely with disability advocates, Cascade Bicycle Club, and Transportation and climate change activists as well – some of whom are here tonight – and want to personally thank those all for their work with their office and on these issues. Myself, leadership at SDOT, and the mayor’s office share a vision for Seattle where this is not a zero-sum game between pedestrians, bikes, scooters, and cars; we can redesign our streets to accommodate all modes of transportation. At the end of this year, SDOT will have added 1500 micromobility parking spaces around the city in 2019. We must continue to invest in on street parking corrals on every available bike so that we reduce the clutter on the sidewalks. My office has been working during the budget season to get more funding for these parking corrals by bringing more micromobility options like e-scooters and innovative investments in our transportation infrastructure that are necessary for a growing and dense city. I know that we will be moving around more car freight in the future, more folks like myself who have the option of giving up the car will do so and reduce the congestion on our streets and collectively we'll do something together about climate change. Thank you.

**Joel**: Thank you again to Director Zimbabwe and Councilman Pacheco. Alright. So now we're going to move into kind of the meat of the program, as we go into what we're doing as does the city. Before we go directly into that, I do want to remind everyone that we're going to be collecting written questions and comments. So, if you didn't grab a piece of scratch paper on the way in, we'll go around and pass more out during this. We'll collect them throughout the panel discussion so that those last 20 minutes we can have some audience submitted questions as well. Also, there's food. It doesn't look very touched. So please, eat it, take it home, do what you need to do. Thank you very much. With that, I'm handing it over to Stefan Winkler. He is our Scooter share program manager; he's going to update you on what we've been doing.

Seattle Department of Transportation Update

**Stefan Winkler:** Thank you, Joe. Good evening everyone. So, tonight what I'd like to do is talk about what we've been doing since the Mayor made her announcement. I'd like to cover cities that we've researched, stakeholders that we've talked to, some of the feedback that we've been getting, and then what the next steps are. Before we get into that, I’d like to remind you that there is a way to still provide feedback. Right now, the easiest way to do it is one of those surveys that you might have seen as you were coming in the door on the table there. Write down whatever your comments are, feedback is, and you can hand it in directly to any one of us. Another way is to go to our web site on the SDOT blogs. Specifically, the scooter share section of that blog. There is a link there, where there's an online survey. So please tell everyone that you know about it. Anyone that cares about micromobility, or transportation, or how we run our city.

In early summer we began researching scooter share programs and pilots across the country. We really wanted to understand how other cities were approaching issues around safety, parking, and equity. We talked with several cities across the country like Austin, Indianapolis, and Washington D.C. We focused on the West Coast peer cities of Portland, San Francisco, Sacramento, and Los Angeles because of the proximity that they share with us in some cases, the climate in others, and also some of the shared values. In the outreach that we started in August, it was really important to us to hear insights from a wide range of groups just based on the experience that we've had with bikeshare. We realized that something like this can impact people in a lot of different ways. So, you can see some of them here. I've got a couple of slides to walk through some of these in the safety and health category.

Our conversations with groups like King County Public Health and Harborview centered on gleaning insights into how to approach a scooter share permit with a medical safety lens, as well as discussing how to understand and evaluate the health and injury impacts of a possible scootershare pilot. We also met with Seattle Police Departments to discuss safety and the rules of the road. We also met with modal boards and the feedback that we got from them was instrumental. We talked with industrial and bicycle advisory boards, both of those were instrumental in framing our view of parking and riding locations, which I'll get more into later on. We want to make sure that we're being good partners with public agencies. We talked with King County Metro and Sound Transit to assure that we were aligned in our vision and in utilizing scootershare to improve connections to transit and making those seamless. Our conversations with the Department of Parks and Rec assured that we were communicating in the same language when we were talking about how our permits would affect the parks. Our conversations with the disability rights, transportation advocacy groups, and transportation equity groups centered around how the policy would affect people with disabilities, low income populations, and people of color. We heard a lot of interesting things in those conversations. Our conversations with the downtown districts were focused on how this would impact downtown areas in the waterfront – and primarily focused on parking issues and how to deal with certain areas that are especially dense and crowded.

The themes that these fell into were basically three things: safe riding, safe parking, and equity and access. Before I get into that, I want to back up a second and mention that we've also received a lot of emails. We've received feedback through some of the surveys that have been out there. Again, I remind you that you can go and fill out a survey until November 15 and we'll continue to be talking to other communities and other neighborhoods as we move forward and get more solid in terms of our framing of the permit, as well as understanding some of the components of it. We'll be coming around and talking to a lot of these same groups again as well as groups or neighborhoods that are in some of the outer edges of the cities. We want to make sure that this is servicing all of Seattle.

I want to get first into safety concerns starting with sidewalks. When it came to riding scooters and sidewalks, what most everyone – and what specifically the Pedestrian Advisory Board and disability groups – agreed on is that riding scooters on crowded sidewalks placed all pedestrians in harm's way, including people with disabilities, seniors, and children. I remember a conversation where someone described walking down the sidewalk and feeling very uncomfortable about having to be constantly aware of some sort of wheeled device rushing by like a gust of wind, and that was something we heard pretty much across the board. Now to frame riding scooters in bike lanes: the current Seattle Municipal Code states that scooters basically can only be written on roadways, shoulders, the roadways and definitely not on sidewalks and bike lanes. Most everyone, including transportation advocacy groups, agree that riding scooters in the bike lane is appropriate as long as the speed the scooters were traveling was similar to the speed of bicycles traveling in bike lanes. When we got to the conversation about arterial streets, many expressed concerns for the safety of people on scooters – which travel at much lower speeds than vehicles travel. King County Public Health agreed that bike lanes are more appropriate areas; but then others noted that often at the edges of the city there are no bike lanes and that's often where you find a lot of these higher speed arterial roads. So, there was some challenge in trying to determine like how to handle that and obviously we weren't trying to come up with decisions at that point. We just really wanted to hear people's feedback. We got a lot of opinions on this and in some cases it's a very challenging subject to address. As you can see, it's very complicated and we take pedestrian safety very seriously; but we also want people who are riding these scooters to be safe. We have a big hill to climb as it relates to that.

We also talked about head injuries and helmets. We talked to Harborview about how to increase helmet usage and educate people about safe riding. Parking was a big issue raised a lot in our outreach. It seemed to garner the most amount of feedback from people and the different organizations that we talked to. Our conversations with disability groups highlighted how much of an impact misparked bikes or scooters can have on the daily life of a person who might be blind or low-vision. I remember hearing someone speak about how they can be seriously injured when their walking stick is stuck within the spokes or knocks something over that they didn't expect to be there. A person who is with a disability unable to move around easily, can have a whole day disrupted when a bike or scooter is parked in a way that blocks their access to mobility or to get across the street. So, this is something that we take very seriously. We noted this and it's something that we want to make sure that we continue to put as a priority in terms of thinking about how we draft policy around where scooters can be parked. Our conversations with the downtown organizations like DSA and Pioneer Square Alliance is focused on how to ensure that areas are kept organized and one interesting thing that I noted is that visitors – not only people that lived here, but visitors – understood the rules of where to park things and that's a lot of visitors come and visit areas like Pioneer Square in the downtown area. That was something that was raised as a very important thing for us to keep in mind.

Conversations with transportation equity organizations focused on affordability for low income people and people of color. Another important concern was how enforcement could inequitably impact people of color. There's a lot of talk around, "how do we enforce?" It's sort of a running theme with a lot of conversations, and inevitably it always came back to making sure that enforcement was done in an equitable way across the entire table. When speaking with disability groups, we heard more than once that all of these new devices that are coming to Seattle are for people who have don't have disabilities. Like, "where are the actual devices that are going to help us move around?" I heard that a couple of times in different types of conversations. So, the concern is that not enough is being done to help people with disabilities to make sure that they can move around the city easily and connect with transit and that is actually one of our objectives. Finally, we heard from people who really supported our current bikeshare system. There is concern that scooters might disrupt that. Or that somehow, they might displace it in a way. We've really heard a lot about wanting to create a scootershare system that complemented our bikeshare system and continue to grow it. We agree with that.

What I'd like to talk about are the next steps. Again, there's a survey out there you can fill out on the table and you can still go online and fill one out until November 15th. Even after that we're still looking for feedback, you can always email scootershare@seattle.gov. So that's something that we'll continue to do as we continue our outreach and collect the evidence from the survey. We'll be continuing with our State Environmental Policy Act review. It's basically a review to make sure that we evaluate the impacts that scooters will have on public spaces in Seattle. So, we're currently in sort of the mix of looking at that. Finally, we'll be moving towards drafting requirements. So far we've been talking with people through the framework of the permits, the goals, the scope, the scale; and what we've heard a lot in our outreach was that it's really difficult to give any feedback when we're just saying, “hey, how do you feel about these issues?” – because it's not here yet and we weren't getting any sort of solutions to it. We really wanted to start from a place where we weren't prompting anything, and we were just trying to hear as much as we could. But in the next phase that we're moving into now, we will be drafting a lot – at least part of the permit. This includes topics like the safety requirements, parking, equity, operational practices, fines, and application; and then we'll be coming back to a lot of the groups that we talked to, as well as others, and having conversations about what they think about what was considered. So, this concludes my update of where we are right now and I'm going to turn it over to Joel.

PANEL INTRODUCTIONS: 00:24:00

**Joel**: Thank you Stefan. If I can invite the panel to come up your seats are all labeled, and I just want to also remind folks we have question cards. So again, we'll be collecting written questions and then asking a selection of them at the end of this. So, this is your chance to ask a question. So now we're moving into the speed dating section. We're really excited about this. Thank you everyone for coming. We are going to keep this moving. We are asking for a 60 second introductions from each panel member and we are going to start down in Portland.

**Jacob Sherman – Portland Bureau of Transportation:** Hi everybody. My name is Jacob Sherman I work in the Portland Bureau of Transportation. I play two different roles. I currently lead our new mobility program, where I'm developing the bureau strategy for how we respond to autonomous vehicles car share bike share scooters those types of things. I'm also wearing a second hat of being the interim project manager for our scooter program and that's really the capacity that I'm here with you all today.

**Maurice Henderson – Bird**: Good evening. Thank you all for coming out this evening. I am Maurice Henderson with Bird, a shared mobility company which started in 2017 around September: so we just celebrated our second anniversary as a company. We actually were originally the scooter share part of this business. We believe in trying to reduce the number of car trips, the climate impacts that we're having on our environment, and want a low-cost solution across the globe. We're in about a hundred plus cities globally and have reduced emissions for our climate impact goals. In terms of carbon pounds we've moved 17 million just in L.A., and we've got tens of millions of rides connecting people to transit, jobs, to schools, et cetera, and making sure that we're hearing from communities. Thank you.

**Keion – Jump:** Hello everyone. My name is Keion, and I lead the operation of Jump Bikes in Seattle. Jump was founded as Social Bicycle almost 10 years ago. They have been developing bikes for bikeshare programs over the past 10 years. In 2017, Social Bicycle was rebranded as Jump and was later acquired in 2018 by Uber. Over the past year we have been scaling both our bike share and scooter share and we launched in Seattle late 2018 – so almost a year. We recently had a million rides in Seattle, which we celebrated. We're looking forward to continuing our partnership with the city of Seattle.

**Katie Stevens – Lime:** Hi everyone. My name is Katie Stevens, I handle public relations for Lime. I'm really thrilled to be here. As you may have realized Seattle was one of our very first markets with bikes here and how things have evolved over two years. I'm really excited to have an opportunity to serve the city with scooter share. We are working to reimagine our cities with the wonder of mobility – what does that mean? We lose about a hundred and forty hours in congestion each year, and we want to give some of that time back to Seattleites. So, we look at mode shift: really shifting those car trips via other alternative options, like scooters. We know about a third of those are shifting, right? A third of all car trips are being switched because there is a scooter or an alternative mode of transportation that's even more popular than bikes. In many ways, I'm really thrilled to be here and look forward to having a conversation. Thank you.

**Matt Tolan – OjO:** My name is Matt Tolan. I'm the vice president of sales and partnership for OjO Electric: a California-based electric rideshare company. Our philosophy as a company is very simple. We like to collaborate with cities and its constituents to produce and bring smart mobility solutions to your city. So, we're here tonight to learn from you and learn from the city. We're thrilled to be a part of this. We're one of the smaller guys up here on stage. We currently operate in three cities and continue to expand our rideshare program and look forward to speaking more about Seattle's needs this evening. Thank you.

**Donovan Higbee – Razor:** Good evening everyone. My name is Donovan Higbee. I'm a government relations manager at Razor Scooters. One of the first thing that people will ask me, "Are you the same Razor that made the kick scooter that I rode as a kid growing up and that hit my ankle all the time?" Yes, we are the exact same company. We're not a separate division, we’re the same Razor that you've known for 20 years. So, scooters are in our blood. We design all of our scooters in-house: the same designers who design our shared scooters are the ones who've been on our team from the beginning. We take our scooters very seriously and safety is always our top priority in our designs every day. We are very deliberate in the cities we work with, our growth, and our footprint in the community. So, we look forward to still being in the Scooter company that you've known for so long and then working with the communities including Seattle, that we look forward to entering soon. Thank you.

**Braydon Batungbacal – Shared:** Good evening. My name is Braydon Batungbacal. I am one of the team members at Shared. We're a local, founded-in-Seattle, company actually – that is probably one of the youngest here. But we're taking this approach, on looking at the space in general on how we can solve a lot of existing problems with an entirely different approach to what a traditional scooter can be. We do a lot of things different and we really focus on safety. We focus on hiring locally, not really using independent contractors, and really engaging with the community. Everything we do comes back to really serving the city and being a part of the community. So, we're looking forward to being part of Seattle program. Thank you.

**Tim Alborg – Spin:**Hey, I'm Tim Alborg with Spin. Thanks so much Joel and Jacob for being here tonight, and my colleagues from the other companies. Just quickly, I wanted to talk a little bit about how Spin is different. If you look to the right of that slide you sort of see a couple of projects that we're really excited about, where we partner with the cities of Salt Lake City and Denver to create more safe streets. And what I mean by that is – if we look at the Salt Lake City example – we've created an intersection with the Department of Public Works and the city to slow down vehicles and to create a more safe and welcoming space for bicyclists pedestrians the scooter riders. In the bottom right, Denver created the first ever public competition that included scooter design integrated into the designs themselves. In the bottom of that corner in Tampa, this is an example of these dedicated parking spaces – we call them Spin Hubs – that we have in cities across the country. So, you were looking at a couple slides earlier regarding you know cluttered sidewalks and what have you. This is Spin's solution to help decrease the clutter we see sometimes on sidewalks in our cities.

**Ben Story – Wheels:** Hi everyone. I’m Ben Story, with Wheels. We are one of the newer entrants into the micromobility space. Been around for a little less than a year. We’re operating in six cities and excited to learn a lot more about Seattle's needs. The three things I want to focus on about wheels are safety, sustainability, and accessibility. On the safety front we are proactively working on helmet technology to encourage the adoption of helmets with riders. Our form factor is a small bike – seated. We think that the larger wheelbase makes it easier to navigate uneven surfaces. On the sustainability front, we're using swappable batteries which means our bikes can stay out in the field and don't require coming into homes for any recharging. A completely modular design as our repair model in cities extends the life of these bikes for a long time, so a big focus on sustainability. Lastly, on accessibility we find that demographically we've seen about 50-50 male female adoption which we think is unique for within the space. About 30% of our riders are over the age of 35, we think a lot of that is based on the seated form factor – the comfort. We think that there's a lot of advantages for people with physical limitations.

PANEL DISCUSSION: 00:34:00

**Joel:** Fantastic. We're going to move into the panel discussion now. We're going to keep this pace quick, but we're actually going to start out with a big softball for our friends down in Portland. You're in your second pilot. You already did one. When you evaluated it, what did you learn?

**Jacob (PBoT):** Thanks Joel. Well, I think we learned a lot of things through our first pilot. As you said, we're in the middle of our second pilot. I think at the end of our first pilot we learned of a couple top line takeaways. First, I think we learned from representative citywide poll that we conducted, most Portlanders viewed scooters favorably. We also learned that many Portlanders were using these scooters for transportation purposes. Some people reportedly were using them for exercise; but the vast majority of people said they were actually using them to get from one point in their world to another. We also learned a lot about mode shift and that e-scooter users were telling us they were using scooters to replace driving trips – as well as Uber and Lyft trips – which was something that we found particularly interesting. The stats differ a lot between Portlanders and visitors to Portland. So almost 50% of visitors to Portland told us that they would have used an Uber, Lyft, or taken a car if it had not been for a scooter – and those are some things that interest us from a climate and congestion perspective. We also found that scooter users really do prefer riding on low speed streets and in bike lanes. We think a lot about these new mobility services needing new infrastructure; but sometimes that infrastructure is just a bike lane, or more bike lanes, or protected bike lanes. These are some of the things that we're thinking about as we move forward. We're also really excited to learn that e-scooters help attract new users to active transportation. When we surveyed respondents 74% of e-scooter users said they had never used our shared bike program before. And 42% of users said that they weren't bicycle commuters. So, what we're seeing there is expanding the pie: getting people out of automobiles and into the streets – and more often than not – in more efficient ways.

Rider Safety 00:37:00

**Joel**: Thank you for that. As Stefan spoke about earlier, we are – as a city – really concerned about the potential safety impacts of scooters, especially in a city like Seattle. We have hills, we have rain, we have dark, and we're considering how best to approach this. So, this is actually back to you Jacob. I know that you did a study as part of that first pilot, coordinated with the Multnomah County Health Department, can you talk a little bit about what you learned there?

**Jacob**: Yes, and I think for anybody in the audience you can find a lot of the work that we've done on our Web site. We've got a Web site with a catchy handle: [EScooterPDX.com](http://www.EScooterPDX.com). We published, in early January 2019, what the New York Times said was one of the most robust analysis of the impacts of scooters on a city to date. In the partnership that we have with our county health department we really found, as they looked through medical records, that most injuries weren't severe enough to warrant emergency transportation – such as ambulances. We also learned that most of the injuries were from people falling off the scooters and falling off the scooters typically in the first or second or third time they've ever used one before. We also learned that about 5% of the total crashes which occurred in the study period were scooter crashes compared to auto crashes. And I think we saw – and are continuing to be excited about – the form factor changes, “form factor” being a very wonky term. But as you're starting to see new shapes and sizes of scooters, I think we're really excited about what we're seeing with seated scooters. Particularly because more people who are bicyclists are used to them and understand how they work.

**Joel:**First, I want to address Seattle’s hills and wet climate. Tim, how are SPIN’s scooters handling San Francisco’s hills and Portland’s wet weather?

**Tim**: Thank you for the question. First, Spin is committed to safety. So, I think this is really at the front of what we think about when we operate in any city. Whether it's San Francisco with the hilly topography, Portland with maybe some more wet weather, and in Seattle which has the wet weather as well. Really when we think about wet weather, I think the first thing you got to think about is – whether you're in a car, on a bike, or on a scooter – you really want to consider the environment you're in. So extra stopping time when you're on any sort of vehicle, whether it be a bicycle or a scooter. In terms of creating a safer environment, we're partnering with cities to create safer urban infrastructure through tactical urban projects. So that's an important thing. As a company, we're really investing in the vehicles themselves. So, you look at the back of the room you'll see we have one of our Segway Max scooters and this is definitely a more durable vehicle than what we've had in the past. This vehicle has dual-braking, including a rear brake that's regenerative, and we found out that this this vehicle would really work quite well for the hilly topography of Seattle. So, it can handle hills up to 20 percent. Well, you have a few of those here in Seattle that actually surpass that. So, thinking about the device itself, thinking about you know how as a company we can invest in these devices, but also think about how we partner with cities.

**Joel:** Maurice, Bird recently redesigned its scooter from the ground up. How is the new “Bird One” handling Portland hills?

**Maurice:** So, we're also operating in San Francisco and Portland and, as I mentioned, a number of other cities globally. We deal with all kinds of weather conditions and topography issues around the cities. Our vehicle the Bird One, that we brought here this evening, is one of our newest designs. In just the eight months that I've been at Bird we've invested in four different form factors since I've been there, including a seated scooter which is the Vert Cruiser – which we're actually testing in Los Angeles at the moment, as well as in Santa Monica. So, to the point that was made earlier, we've been iterating and learning from the use cases that we've seen in Portland with the wet conditions and in San Francisco with the hills. We've invested in merging with a company this summer: Scoot – our brand that we run in the San Francisco market. We also use a lock-to form for dealing with clutter issues. So, we're locking the bikes. It's the one market that we do that in, and we've tested in a few others. So, I think the big thing for Bird, and for the industry in general, is that we are willing to iterate, to learn from mistakes, to invest in R&D in real ways to make sure that safety is the number one priority for Bird and the industry.

**Joel:**Braydon, Shared has a very interesting approach to traversing challenging city streets with pot holes and cracks. Talk a bit about the unique design of your scooter.

**Braydon:** So, after the panel you guys are going to get a look at it; but we have taken this approach of having a vehicle with a much larger tire profile. We've come to find that especially living in the Pacific Northwest and designing these things with our general area in mind, that with a larger tire profile you get a lot of benefits. One, on a safety standpoint, with wider wheels these vehicles that we've developed are much more naturally balancing. So, for riders that might not be able to balance and ride a kick scooter, it's much easier to ride one of our Shared scooters that will just naturally stay stable as you're going down the road. The other benefit is that we have treaded tires that are able to kick up rain, so they're much safer in wet conditions. We use dual-braking, which are traditionally larger breaks than any of the other operators, because we have a larger vehicle we can fit them in; and we see, even in wet conditions, that these vehicles still stop within very similar distances to dry conditions because of all those things coming into play. So, everything coming together, we've really just focused on designing this form factor to be safe, accessible, and inclusive for riders who can't otherwise ride the vehicles, and really meet the needs of the cities we go to.

**Joel:**Matt, can you talk a bit about how OjO approaches safe rider education in and out of the app?

**Matt**: Everything I know just starts with safety and everything about safety starts with our scooter. Hopefully, you'll come by and check it out later. But to the question at hand, what we're doing about education: I think all of the panelists will agree that educating the general public, as well as our buyers, is key to any scooter pilot program here in Seattle. And it has to be a combination of efforts. One, obviously, in-app messaging is very important for users when they sign up to understand what the rules of engagement are – not only for the company, but specifically for the city. Each city has different rules of engagement. On top of that, in the markets we operate in – Austin, Dallas, Memphis, and we were involved in the pilot in Hoboken – we have on-the-street OjO ambassadors which are out there flagging and looking for violations on the spot: helping people understand what the rules of engagement are and where the scooters belong. OjO scooters were not designed to be ridden on sidewalks, we do not promote them being ridden on sidewalks, they're built for the bike lane and the streets. I think ongoing education is really important. So, in addition to ambassadors, we partnered with cities. We do collaborative pop-up events at citywide street fairs. Anytime there's a concert or something going on in the city, we'll have a tent with pop-ups all about education, because enforcement is also going to be a very important part of the pilot program. The more education you do on the front end with the riders, as well as the pedestrians, you can tie that into the enforcement angle with the police department as well.

**Joel:** A joint study between the CDC and the Austin Public Health department revealed that most e-scooter injuries take place within a rider’s first few rides. It makes sense. Most bicycle riders injure themselves during the first few rides as children, as well. Katie, I recently learned about an interesting Lime safety feature that might address this learning curve. Can you explain how Lime sees that impacting first rider injuries?

**Katie**: Thank you. I think we learned a lot from Portland and their great survey found a lot of scooter riders aren't bike riders, right? That's also significant. That's an educational hurdle. What we do at Lime, is we took that CDC study and found what we feel is an effective way to spend time with people, so they feel comfortable riding a scooter. So, we have what we call first-ride academies which is this idea that if you are a new scooter rider, or maybe you tried to scooter, and haven't felt comfortable enough to ride in a bike lane or on the street: you want to get a feel for it. You want to understand the rules of the road beyond education, and so the education we're doing is an hour session where we usually partner with a bike coalition or another local organization. We have an in-person experience, we give away helmets, and we spend time with each person making them feel comfortable with scooter ridership. And then what we usually do is take them on a tour of the city. Sometimes it's patronizing small businesses, sometimes it's a cultural tour. So, we really tie to the local community and find ways to really promote safety and then hopefully the idea is they then pass that information along to their colleagues, their family, their friends. And again, pass along that great information education they just received.

**Joel:** Before we move on from rider safety, I want to address helmets. Most companies provide helmets at events. And some mail helmets on request. But those solutions fail to significantly impact most riders when they need a helmet most. Ben, Wheels has attempted to address this challenge. Can you talk us through how that works?

**Ben**: I think when you've got people commuting who can take the helmet that they own and use it. But we also have a lot of people from out-of-town who are probably not traveling with their helmets whenever and wherever they go. So, I think having helmets available as part of the device is a key piece of closing the loop on adoption – and that starts with having a technology that allows us to put helmets on the bikes and also encourage usage. So, what I'm holding here is a helmet that we intend to– we're building technology that would incorporate into the bike and would be unlocked in the same way that you could unlock the bike itself. It has a biodegradable removable liner inside so that you're not technically sharing it with the person who used it before you. And it allows us to do creative things like create incentives for people to use the helmet when they're unlocking the bike. The options I think are really up to us, in partnership with cities, to figure out how we want to use this technology. I think having it as an option in the first place is key. So, that's we're really excited about bringing to market within the next few months.

**Joel**: Fantastic. Thank you. I just want to clarify. Wheels keeps talking about bikes and it looks like a bike, what they're offering out there.

**Ben**: It's habit. Yes, it is an electric throttle, it sort of sits in-between scooters and bikes, based on the regulatory language. I have a habit of calling it a bike.

Pedestrian Comfort and Safety 00:49:50

**Joel**: Exactly. OK. So, we're going to move on to talking a little bit more about pedestrian comfort and pedestrian safety – how scooters can impact that. We know from our bikeshare program essentially that both parked and ridden bikes can have impacts on people that are walking on the sidewalk or using wheelchair or maybe blind or low-vision. Then this is going back to Jacob in Portland. What were some of the “pedestrian comfort and safety” challenges experienced – both with parking and riding – in the Portland pilots?

**Jacob**: Yeah this is probably the area that keeps us up at night in managing our scooter program, and when I talk to other cities around the nation this is one of the things that they worry a lot about as well. You know I want to applaud SDOT's staff for a lot of the research and engagement that you did; and Stefan was talking about some of those findings that felt like you spent three months talking to my community, because many of those things were the exact same things that we hear and talk to people about on a regular basis. You know when we finished our first pilot around safety, we really found three things. First, that helmet use was pretty infrequent, if not rare. Second, that poor parking by the users and sometimes poor deployment by the companies on the sidewalk creates real challenges for all sidewalk users, but in particular people who have visual or mobility impairments as well as frankly our elders. These are some challenges that I think we continue to try and work with the companies on a regular basis to try and solve. Sidewalk riding has also been an issue, and between the parking and the sidewalk riding, I think this is where we're starting to think more actively about how we can manage the program through geo-fencing, through no ride zones, through slow speed zones, and through enforcement. My colleague Tim Moore came up with me today, who helps enforce user behavior. We've issued over 500 warnings and financial penalties to users for instances of poor parking and sidewalk riding in our most recent pilot, and we're hoping that's going to start to change things because again this is the area that keeps us up at night. This is the reason we're doing a second pilot not a permanent program.

**Joel**: Jacob and I have a lot of conversations about this. So, this is for Matt and OjO. You know, we're still trying to figure out our best approach to how we manage riding on the sidewalk or riding especially in areas that are a really heavy pedestrianized – crowded areas. We know you guys offer some solutions to that, you showed me one earlier today. Do you mind talking a little bit how you approach those crowed, either slow zones or no ride zones?

**Matt**: So, from a parking standpoint, OjO’s business model is to partner with existing operators with bikeshare operators. In Austin, partnering with BCycle, in Memphis with Explorer bike share; and we do not promote or allow scooters to be parked on sidewalks. They have to be parked in the confines of an existing bike share structure. So, there's no free-floating parking. Additionally, we'll work with the cities as we've done in Dallas to create specific scooter parking corrals that are designated for scooter parking out of the pedestrian right-of-way. So, that helps to address the parking aspect of the question. As far as speed goes, we have our V2 form, which is here this evening, offering speed control of between 8, 10, 12, 15, 18, to 20 [miles per hour]. We did a demo today and Joel was able to ride on the scooter. It also features audible alerts. So, it's not an abrupt change of speed, but it'll warn the rider that you are approaching a restricted speed zone area prepare to slow, and we'll take you down to 8 or 10 or whatever the designated speed control is. In addition to that we can also set up restricted zones. So, if you don't want scooters here in Seattle to be in parks or specific areas of the waterfront, we can geo-fence them out completely. The scooter will tell the driver of the warning and the scooter will shut down as it approaches the restricted area.

**Wheels:**Thank you. Ben, with Wheels, you know one of those struggles that we've had with using technology to control this and our bikeshare programs is that GPS just really isn't accurate enough, especially in the downtown areas.I think the industry standard for geo-fenced accuracy is between 12-15 feet. Ben, I heard Wheels has that down to about 3 feet? What’s the technology behind that?

**Ben**: Sure. I regret to say I'm not sure where the three-foot number comes from because I haven't seen that myself. I can say that we are accurate within two and a half meters. That's still better than what you quote as being the industry standard. What we have is a combination of leveraging the user cell phone and the bike, or our devices’, GPS to triangulate locations and we use this very similarly to enforce and/or figure out where devices are, to force you to slower speeds or no ride zones with good accuracy. We also have the ability to create temporary zones, particularly around major sporting events or special occasions. It's very easy to create a temporary geo-fenced zone that limits excessive devices based on the needs of the city. That's what we do with our technology.

**Bird:** Maurice, I believe Bird was the first company to introduce the “end-of-ride” photo feature, which is now near-industry standard. How has this helped address issues of improper parking?

**Maurice**: Having that image just basically helps, call it "muscle memory", the rider making sure that they are parked properly. I think I think all of us could describe much of the same sort of technologies in terms of the way that we rebalance our fleets, or the way that we are engaging our riders in-app; being able to leverage that photograph allows us to go back and do forensic analysis. We're seeing trends and issues in certain areas. Like my colleague Joy Brown is here, who manages our L.A. market, as you can imagine we've got about 6,500 hundred vehicles there – in places like Venice, which has a special operating zone and is a very popular place for riding. I think all of us who operate in L.A. know that there's high ridership there: issues for pedestrians, issues for elders, and issues for people who are differently able. So, we've worked diligently with the city on making sure that we're tracking the infractions, the violations, and things of that nature – that the data they're showing and the data that we're providing matches up with the pictures that are being taken by the riders. So, it's been a really great tool for modeling behavior that we'd like to see. And I think the other the other piece of that is we've been testing, both in Venice as well as in Paris, some parking tools that have really shown an incredible trajectory in parking compliance. And when you're dealing with parking compliance, you're seeing better rates. If we can incentivize that with riders or disincentivized riders in certain ways.

**Razor:** Of course, there will always be bad actors both in riding and parking. Donovan, what sort of incentives and enforcement strategies does Razor implement to keep that in check?

**Donovan**: Yeah, I think it has to be a combination of both positive and negative reinforcements. On the negative reinforcements front, I'll use Portland as an example. The Portland Bureau of Transportation code enforcement will document cases of individuals who are riding on the sidewalk or on the incorrectly parked scooters. They will notify the companies of those enforcements and then the companies will pass down fines to those users using our data. We can basically find out – depending on the topic of the cases – whether or not someone was at fault for parking it. Of course, when there is documentation of someone riding on a sidewalk it's much easier to identify who that was with a greater degree of confidence. So, we're able to pass down fines to those users who were documented on that fault. Among the positive reinforcement side, you know some of the things that we've discussed with cities include kind of incentivizing in parking. And of course, the GPS challenge is an ongoing challenge that companies are trying to improve every day. But incentivizing people to park in certain areas are kind of the opposite of geo-fencing – if you will. Your geo-fence begins to maybe give a discount off their ride if they park in a certain area – one which is out of the way of people in a crowded area. So, I think there has to be a combination of positive and negative reinforcement to really hold end-users accountable.

Equity and Access For All 01:00:50

**Joel**: Thank you very much for talking about that. We're going to move on to talking about equity and access a little bit more. Final reminder for submitting questions. If you do have questions, I think Belen there is collecting some, Kelly in front as well.Jacob, Portland and Seattle align on the equity goals, like improving mobility for people with people with disabilities and ensuring affordable and accessible service. Can you share some of the findings around the equity evaluation of the first pilot?

**Jacob**: Thanks Joel. I think our communities share a lot in common, both around safety and sustainability and reducing congestion and equity as well. Learning from our first pilot and moving into our second pilot, one of the things that we heard from the community was a desire for different types of scooters where people have different ability levels or different ages to feel more comfortable. That was where we worked hard to try and get some companies that had seated scooter options in our market, and I think that's been a great exercise. In terms of kind of equitable access, you know one of the things that we require as a city is our providers to deploy a certain percentage of their fleet every day in our kind of equity areas. And we know that these are places that are historically underserved, with lower-income people or communities of color. We also know that the private sector – left to its own devices – wants to be in Venice Beach, and they want to be downtown, and they want to be on our waterfront because that's where the money is. But as we see these as transportation options, we're running to make sure that all members of our community have that access. So, placing these requirements in terms of deploying a fleet is a way of getting there. And we see that people use them too. I think that's the really important thing the data that we require the companies to provide us, we can go in, and we can see that when we require deployment in certain parts of our city people are using them there. Whereas other scooters are just not getting deployed in some of these other pockets where we don't have these requirements, and there's no ridership there. So, I think there really is probably a lot of demand out there, and it's just making sure that you have scooters available for people to use. I think we've also done a lot – really briefly – around trying to work with providers to make sure that the apps are available in multiple languages, the Web sites are available in multiple languages. There're options for people who don't want to link their credit card to the app, where they might be able to pay via cash or pay via text message – those kinds of things. I think there's a lot of creative opportunities where we can all work together to figure out how we're serving kind of all the members in our community.

**Joel**: That's interesting. Like Seattle's bike share program, SDOT will require providers to serve a certain percentage of rides to underserved areas of the city. Part of that relates to assuring that scooter share is accessible to low-income, unbanked, and low-barrier populations. Keion, what sort of response has Jump seen from its low-income and unbanked programs?

**Keion**: First off, providing equitable access to transportation is important for JUMP. From day one launching bikes in Seattle, we've made sure that we have a program that is inclusive, accessible, and reliable transportation, particularly in the equity areas. So, we had a couple of programs to address some of those issues. For example, we have affordable pricing and flexible [payment options. As an example, we have a program called Goods, that allows qualifying low-income riders to ride for 60 minutes per day for five dollars a month. We also have options for low-income riders to pay by cash or unlock without needing a smartphone. The second part of our plan was to ensure that we have bikes available in equity areas, and so we have built that part of our operation to make sure that we monitor the number of bikes in the equity areas. And as you've mentioned, we've seen pretty good demand and pretty good responses. Lastly, when we think about marketing and outreach plans, we always think about how we can focus on the low-income and equity area groups. So again, thinking about including multiple languages in our marketing materials and trying to push those low-income Goods plan in our marketing materials. Overall, we are encouraged by ridership in equity areas as well as throughout our affordable pricing plans.

**Joel**: Tim, how about Spin's programs?

**Tim**: Well first, I wanted to give a shout out to Jacob in the city of Portland for all that they're doing to increase access to mobility options. You know, since operating in Portland, we're deploying a certain percentage of our fleet in these equity zones every day. We think it's really important for the entire community. We're also participating in the transportation wallet program that the city of Portland has to increase access by actually go into these communities, getting folks to sign up to SPIN's program to create a more equitable and available mobility option for folks – and that's called SPIN Access. So SPIN Access is our program that's geared towards those who are low-income, may not have smartphones, or may not have credit cards, and we have this live in 25 cities across the country. So this is something that we have quite a lot of experience, and we're excited about it. You can go on our website to check out more of the details. In a nutshell, the folks who are low-income can either call us at our customer support phone number or go online to fill out an application – and they do need to show evidence through a local state or federal program that has a low income requirement that they qualify – but we can get them right on to the app and get them discounted rides. Often those discounted rides are about half off. So we're excited about what we're doing with SPIN Access. It's a program that we continue to iterate and improve upon, and we certainly would want additional feedback from every city that we operate in on the SPIN Access program how we can make it better and serve more people in the community.

**Joel**: Increasing options for those experiencing mobility challenges is a priority at SDOT. The seated options provided by some of the companies on this panel, like OjO, Shared, and Wheels, are compelling. Donovan, Razor was one of the first companies to release a seated scooter. Can you talk a bit about how this feature has helped those that may have trouble riding a standing scooter or a traditional bicycle?

**Donovan**: As most of you will see after the event, our scooter, the EcoSmart, does have a seat on it. And that was something that we got really good feedback on in the first market that we deployed those into – San Antonio. We got feedback from people who may not have been comfortable riding a scooter that wanted that kind of stability. They wanted to be able to sit down for longer periods having that double-wide deck, to have their feet side by side, having the air tires which makes it smoother going over cracks and bumps in the road. And we see as this industry has matured, we're starting to see a lot of diversification in all of the company's hardware, and I think it's great that consumers have a choice. We're deliberate about having a choice even within our scooter. On our scooter, you can sit down, or you can still stand on the scooter if you want to, even with the seat on it. So, we really wanted consumers to have that option. Still, we found that the seat started appealing to people of all ages, to people of different abilities, and we got good feedback on that, and it's been popular. We've pretty much deployed that in all of our markets now.

**Joel**: Thank you. We had some fascinating to see how this whole industry continues to evolve quickly, and we are curious and concerned at the city that we have this great bike share program. We have heard from people that now they built bike share into their daily mode choice, and they're coming to depend on it in a lot of ways. If we want to be thoughtful as we approach scooters, how do we balance the two? So, Jacob, back to you. You've had a really successful bike share program for a while, and then scooters came onto the scene. How do you see those two modes in play, and has it detracted from one or not?

**Jacob**: Yeah, thanks, Joel. I think again, going back to some of the information that we're asking the companies to give us helps us answer some of these questions and also helps us plan and create smarter infrastructure for places for people to ride, but it also helps us understand some pretty basic things. So, in the eight months between our first pilot and our current pilot, we're coming up on a combined total of about a million and a half total rides, which is exciting to see. We also know that most of our scooter trips are relatively short – on average, just over a mile. How that compares against our shared bike system, I don't have that information. Some of the bike share isn't necessarily as technologically advanced as scooters are. But you know hearing some of the concerns you have, I think it might be warranted for you all to kind of think about this a little bit more. We've definitely seen a decline in our ridership around Bike Town, particularly from visitors coming to our city. But that said we also don't have kind of e-assist. We're just a straight pedal shared-bike system. We're going to be bringing e-assist into our market in 2020, and so it'll be really interesting to see then how scooters and bikes stack up. But again, I think there is some excitement around scooters because we see that we're getting new users, in many ways, out of automobiles and into more efficient, more climate-friendly ways of getting around. So, I think this is a space for Seattle to kind of have some cautious inquiry as to what might play out.

**Joel**: Thank you. Katie, Lime has been a partner really from the get-go for free-floating bikes. And we've seen Lime move more towards scooters in a lot of markets. How do you see the future bikes in Seattle kind of overlay with the future of scooters?

**Katie**: We appreciate that in Seattle, our bikes became entrenched here. I think they serve, similar to what Jacob was saying, you know there are nuances there micromobility, right? There are various solutions depending on the distance you have to go. So, a scooter is about a mile. That's consistent with a number of markets, the "sweet spot" for scooter share is usually between point five and can be up to two miles. E-bikes will go a little farther. We know that average is certainly over one mile, you travel a little farther on an e-bike. Then there is even a three-to-five-mile solution where you are looking at a mode shift away from utilization of cars to something that takes you a little farther – it's that first-mile last-mile, but like "plus." And so, you know we greatly find benefit in an e-bike solution. We also acknowledge that to the surprise of many of us you know two years ago, or you know a year and a half ago, Americans love their scooters – they love them. And the consumer demand is with scooters. In some cases, there are always going to be those people that enjoy e-bikes. I do! I even ride JUMPs! But you know, by and large, we see up to three times – if not more – in many markets increased demand for scooters share. And so, we're looking at meeting that consumer demand. If we're looking at the overall mission, to get people out of their cars, and re-envisioning a way to enjoy their cities – either by walking or taking alternative modes of transportation – it's going to happen in a few different forms. And one of those crucial

AUDIENCE QUESTIONS: 01:17:00

**Joel**: Thank you guys very much. We're going to move it into public comment and questions that have some written questions here, and we'll go over those, and then we'll take some more as well. This first one, we're going to keep it snappy at a fast pace. We'll move down the line and start with Maurice and come back down towards me. In a few words, what is your favorite unique feature of your company scooter or what you're offering?

**Maurice**: Well, I think the designs of each of the birds have brought nuance and sophistication to the product. And obviously, you guys have a chance to see the two products behind you later today. One of the things that I appreciate about Bird One, for example, is we've increased battery size. We made sure that the vehicle itself – while it's not completely waterproof because it's not a swappable battery – it's pretty watertight. Unfortunately, some folks out there have decided that they want to test and see how these Birds can swim. And you know Jacob is very familiar with the Willamette River. Generally speaking, we've been able to retrieve those vehicles and clean them up and reuse them in various ways. So, some of them ride again. So that's one of the things of the resiliency of our vehicles that I believe in.

**Katie:**So, the three words I would say are authentic community relationships. I'll add a little context to that. You know what we do pride ourselves on is finding new and interesting ways to partner with communities that we're in – authentically. And so, one of the ways that we do that is through a Lime Hero program. So, you can contribute a portion of your ride to a local non-profit who's doing great work around sustainability or clean air – or in San Francisco, the Red Cross helping remit the fires. So, we consider that a key piece of what we do. We're excited about that, and certainly, we'll continue to find new ways.

**Keion**: The power of the platform. Whether you want to go 0.1 mile or 100 miles, you can use the same platform.

**Matt**: Built for the bike lane and the streets, off the sidewalks, and I think that's important here in Seattle and across other cities. Secondly, I'd say our range in our V2 is a 40 plus mile range as you've got dual swappable batteries. And the third thing I would talk about is our audible safety alerts, which I think helped the riders and rider experience. Some scooters are very abrupt when they downshift in speed. I think our safety alerts are gradual and enhancing.

**Tim**: So, I'd say partnership is the thing at SPIN that we're the most committed to, in terms of our core mission. I spoke about the vehicle quite a bit. Still, I also wanted to go back to what I was mentioning about SPIN Hubs, these are dedicated parking structures that we put in communities that also can charge the scooters themselves, so this is fantastic. This cuts down on clutter, as it cuts down on vehicles blocking the sidewalk – especially in high demand areas such as transit centers. The other great thing about these SPIN Hubs is the fact that we don't have to drive our vans around as much to pick up these vehicles, so it reduces VMT.

**Braydon**: So, for things related to our vehicle, one of them is that they are very sturdy-feeling, comfortable, and very predictable when you ride them. Again, we also have a large range of over 40 miles per charge, we also use swappable batteries, and the last and one of the most important to us is that they've been built to handle all conditions. Whether it be weather, road conditions, train tracks, they're safe, and often they're predictable.

**Donovan**: I would say the biggest thing for us is to put into words deliberate growth. We're not just we don't just want to go to a new city to check it off the list and saying we're in a new city. We want to go to a city because we believe that it will be a successful program in that city. And I think one of the biggest indicators of that is how residents feel about it. Do residents accept this into their lives, and will it be a successful program and a sustainable firm in the long term? And then one other small thing that I just mentioned about our scooter itself that we find unique and convenient is that it has a basket on it. We found a lot of feedback on everyone's carrying something nowadays, whether it's a briefcase, groceries, a purse you name it. We have cup holders in the basket – don't try drinking a cup of coffee while you ride the scooter, it's not safe. But you can get a cup of coffee, put it in your cup holder, and drink it when you get to your destination. That's a unique feature of our scooter.

**Ben**: I said in the interview, Wheels is safe, sustainable, and accessible, but rather than repeat all that I'd say that I mentioned we're the in-between company. We have a lot of characteristics of scooters with the electric throttle. Still, we also have the form factor to conquer instability of a bike, both of which combine to make that an enjoyable vehicle to use for getting around a city while committing to leading in safety and sustainability.

**Jordan:**You know, as I think from a city perspective, I think data transforms how we deliver value to our community. All of the sudden we now have real robust information about how people are getting around. We can use that to have tough conversations within our agency, and with others, about how there are a bunch of scooters going down Hawthorne Boulevard, for example. We now know that Scooter users are like bike users, and maybe we need to think about getting rid of traffic and building a scooter lane or eliminating some parking. You know these are the kinds of things that as we're talking about, some of the information which we're working with a lot of people on needs to protect personal privacy. But getting it in the hands of our planners to make smarter decisions to serve our community members, is exciting.

**Joel**: Great. Thank you, so prices for bikes and Seattle have gone way up. There was when we started, one company which was free for a while. But the rise in the costs for bike share has made it so some trips are now not competitive from a pricing standpoint with bus, rides, taxi rides, things like that. Tim, where do you see trip pricing stabilizing and have to do with average trip price, average distance? How do you see SPIN's role in making sure that you want to choose this mode?

**Tim**: Yeah. One thing that we're seeing definitely is that people are using these vehicles. People are using scooters to get to transit stops, so making sure that SPIN can fit into that trip planning that people do when they want to go to work, or when they want to go to school, making sure that they can offer a ride at an affordable price. I mentioned the SPIN Access program as a way that we can further discount the rate of arriving people who have low income or people who may not have the ability to pay full price for a lot of other sorts of rides. So, I think that's definitely something to think about how, as a company, can we go ahead and expand the transportation options for people to get to where you're going?

**Joel**: Thank you. Maurice, I'm going to have you take a crack on that same question as well, and I'm going to go a little farther with that. You know we love the low-income options that a lot of the companies offer, and that will require a plan in our permit. But if prices keep rising as we've seen in the past year, I think this could quickly become a mode that works. Either people buy for a low-income plan or if you're a tech worker – the top 5 percent. How are you going to ensure that kind of your average Seattleites can use a scooter?

**Maurice**: Thank you for the question. I think a couple of things. We also offer Bird Access program. We offer programs, for example, in San Francisco to teachers, students, folks who work at voluntary non-profits. So, we take a pretty broad look across markets. We also take a certain look at the market and make sure that we're responsive to the consumers in that market. Like everyone else described, we have partnerships with organizations; we get a better feel for the organizations and individuals that are being served. For the riders that we have, we do rider surveys, so we're hearing you know direct feedback from our consumers, constituents, and cities about their experience, whether they think the pricing is much too high or they feel like it's just right. We do price testing like any other industry does to make sure we're hitting that sweet spot; a conversation happens in this office. You know we want to work with you on your fee structure to work with you on the way that you are treating violations and things of that nature because that has a cost to it as well. So those are all things that be taken into consideration as we enter into markets as we continue to mature with our relationship with the city, relationship with consumers. The riders that we have are making sure that our pricing is matching the need for the communities that we're serving.

**Joel**:

Thank you very much. This next question is actually for me. The question is, will Seattle draw from the multitude best practice recommendations as recently identified in the September 2019 NACTO Report on guidelines for better regulating shared micromobility?

Yeah, it's yes. We work closely with NACTO; we helped take a very active role in writing the first version of that last year. We helped review the version that was published this year. We go to speak to other cities and really use those tools that we have, like NACTO, to make sure that we're not trying to reinvent the wheel every time here. We're learning from other cities, and we're learning from great organizations like NACTO so that we can keep this moving forward so that scooters will address our goals. So, thank you for the question.

OK, this has to do with charging. I understand that scooters need to recharge frequently, and they're often picked up using gas-powered vehicles. How does this fit into the overall sustainability model?

**Katie**: Great question. We are coming at it in a few different ways. One is acknowledging that there is, like any industry, a ways to go. Yes. As an industry, we continue to get more sustainable overall. We're all in. We've hired a head of sustainability. What does that mean? We're taking a look at our hardware, and we're taking a look at operations, we're taking a look at every facet of the company to make sure that what we're doing is sustainable as possible. Right. We're recycling our scooters. We are working with our juicer program, which is our chargers on the street, so that when they are picked up, there is some efficiency there. So, what we're also doing on the operations side is utilizing e-trikes. We have those a number of markets now, increasing as time goes on. And looking at e-vehicles to then rebalance our scooters and pick them up in the field. All that to say, we continue to improve. I think there's a ways to go and we're taking a hard look at improving our efficiencies and operations, but we're getting there and excited about the future.

**Joel**: Thanks. Ben, does wheels add a lot of vehicle gas miles to the road?

**Ben**: Yeah, I mentioned our swappable batteries. That's a key piece of that is meant to specifically reduce the number of miles needed to service, rebalance, and otherwise maintain our fleet of vehicles. We can keep our bikes on the road and very efficiently swap the batteries when low. This means that, whereas a van would fill up with some number of bikes that need to be brought to some central warehouse to be able to be deployed, our batteries are much smaller. So, transport and swapping them out is quite quick and efficient. That also means that the bikes are available for use, which means there are fewer bikes needed to maintain our coverage of the city. All of which is intended to say that we don't spend a lot of miles just moving bikes around for either charging purposes or maintenance purposes. Everything is designed to keep the bikes available charged in in working order for the public to use at their disposal.

**Joel**: Thank you very much. I have a question coming from Marcy in the audience.

**Marcy**: So, a couple of things. First, I want to acknowledge Joel that we appreciate the work that you've been doing with the disability community, and we have a long way to go. My name is Marcy Carpenter. I spent my adult life advocating for alternatives to the single-occupancy automobile. So, I'm glad to see these programs coming. I'm going to call a couple of you out. To JUMP and Lime: the bike share is still not working here. I might generously describe it as less horrible, but it has a long way to go. I have a colleague in Redmond who works at Microsoft, who recently took a picture of a scooter in the middle of the sidewalk completely blocking her path. She sent it to the company, and the response she got was, "what's wrong with that?" So, I hope you'll educate your customer service people, so they never ever get that response again. You also need to look at – and I think some of the companies are – how to make your reporting systems accessible to blind people. So, how can I use this reader on my telephone to access your Web site to access a reporting system? But even if I could do that, we're not talking about me going from home to this meeting and finding one misparked vehicle. We're talking three or five or ten, and so I don't have time to take the time to find the right label and report it even if it was accessible. So, I also want to know for the city of Seattle to think about what kinds of ordinances, what kinds of rules are you considering for parking enforcement?

**Joel**: Thank you, Marcy. We know we need to do more; I think we're very comfortable saying that. We don't want to see even one bike or a scooter that makes it more difficult for someone with a disability to move around the city. It can't work. This can be a program that makes it easier for a lot of us to get around but harder for people that already have a really hard time getting around the city. And so, we're looking at different strategies like what Portland is doing. Maybe they can talk a little bit about some of the enforcement strategies they have. We'll keep working at it, and we'll keep iterating on it. I think sort of worldwide where this is right now, is cities are trying a lot of different things. And we'll see what's working and we're going to keep iterating, talk in other cities and see what the best methods are to make sure that what you described doesn't happen. But Jacob, maybe you want to talk a little bit about kind of your specific enforcement strategy?

**Jordan**: Yeah sure, thanks, Joel. Marcy, I think these are some of the exact same conversations we have with members of our community as well. And I get the complaints on a daily basis, and the photos on a daily basis, and reach out to the providers on a daily basis to try and get some of these things corrected. I think where we are starting to see some progress is you know as we've been able to have an enforcement kind of in the field. Again, my colleague Tim is up here with me, and we were talking with SDOT earlier about some of our practices of actually having staff out in the field documenting these instances and issuing fines. We've also started to have conversations with other cities that are hiring companies that are essentially being like towing companies for scooters – in San Diego and Dallas, and a few other markets are exploring this, and we're exploring it as well. You know, like the city of Seattle, I think we're interested in having scooter share improve mobility for all people and not necessarily at the cost of some. And so, I think it's a really important thing. Realistically, I think it's all the folks to the left of me that need to answer this question because it's their scooters and their users that are causing many of these challenges.

**Matt:**Hi Marcy, this is Matt from OjO. We spoke briefly before the meeting. We're a young company, we're only in three cities, and I think our approach to it is the corrals and in bike stations. So, it's not a free-floating system. It's not going to solve everything, but I think it's a good step towards having more order and leaving the sidewalks in the public right of way more accessible for all.

**Maurice**: Yeah. I would second that. In Santa Monica, where we're headquartered, one of the experiments we've been working on – and we've seen this repeated in other cities – is starting the rides in the street. So, the parking facilities are in the street. If the parking facilities are in the street, riders are more likely to continue to ride in the street and the bike lane. I know that the Seattle City Council is having SDOT do some analysis on putting corrals in the street, and I think that that's something. As someone said earlier about the data, because of the data that we're able to generate, we're going to see new ideas about planning the city's trip behavior and where the investments for safe infrastructure should be. So, I think to Marcy's question, the industry and certainly Bird is concerned about these issues. We are trying to work diligently with community members in all the markets where we exist. Because we want to be a true community partner and are invested in making sure that users and non-users Feel like this is working for them.

**Joel**: OK. Thank you, guys, very much. We are right on time. It is 7:40, which moves us into our kind of time where we can have less-formal interactions. But before we wrap up, I want to again thank everyone for being here. Thank you for coming on a weekday evening to learn about scooters and thank you to our panelists for being here, all of them flew in from outside the city. And so really, thank you for that. If we didn't get to your question, feel free to come up and ask us or ask one of the panelists in the next 20 minutes. If you have any comments that were submitted, we will make sure we record those. I do want to reiterate that we still have a survey open. The easiest way to take that right now is to Google SDOT scooter share program. It will bring you to our web page, and then we have a link to the survey there. No one acknowledged it, but we are working on stolen land here. That land and the right of way that we keep talking about was from the Duwamish people, and we want to honor them. And let's keep talking. As Stefan said, we're going to be moving into actually trying to come out with some decisions after we wrap up this conversation. So, with that, you guys can head back to your tables. People can get up, and Stefan and I are also here for questions. Thank you.